

W. E. BALCH, RETAIL BUREAU HEAD, DIES

Star Jan. 26, 1935

page 12

(Photo by Dexheimer.)

William E. Balch, 63 years old, for more than twenty-seven years manager of the Indianapolis Merchants' Association, and consul for the Netherlands in Indiana, died yesterday in the Methodist Hospital after a long illness.

Funeral services will be held in the Flanner & Buchanan mortuary at 11 o'clock Monday morning. Burial will be in Crown Hill cemetery. Friends may call at the mortuary tomorrow.

Mr. Balch had been ill a year. His condition became serious seven weeks ago, when he contracted a heavy cold. Asthma developed, and this was complicated by heart disease.

Because of his illness Mr. Balch resigned two months ago from the presidency of the National Association of Retail Secretaries. Previously he was first vice president.

Mr. Balch had been prominent in the association's activities and held an eminent position because he was the oldest secretary of a retail association in the United States in point of continuous service.

Named Consul in 1933.

Mr. Balch was appointed consul for the Netherlands in Indiana in February, 1933. Territory under his jurisdiction included the entire state, with the exception of five counties near Chicago. For twelve years prior to this appointment he was trade adviser for the Netherlands in Indiana. He gave much time and interest to both positions, and furthered his connection with the service of that country during two vacations which he spent in Holland.

Mr. Balch was born and reared in Terre Haute, where he attended the public schools. His first work was as a messenger boy for several Terre Haute business houses. Later he was connected with the Prairie State Bank of that city and then he became a bookkeeper for Hulman & Co., wholesale grocers.

Coming to Indianapolis to live, Mr. Balch served five years as a teller in the old Capital National Bank. When a vacancy occurred in the Merchants' Association the late Frank D. Stalnaker recommended Mr. Balch for the post. He became manager Sept. 7, 1907, and had served since that time. His connection with the association included the management of the Credit Information and Adjustment Bureau, which he organized in 1913.

Interested in Dickens.

Mr. Balch was interested for many years in the works of Charles Dickens and had built up a Dickens library. During vacation trips he had visited many points of interest in England associated with the novelist.

Mr. Balch was a member of Mystic Tie Lodge No. 398, F. and A. M.; the Murat Shrine; Raper commandery No. 1, Knights Templar; the Scottish Rite, and the Sons of the American Revolution. He was a former member of the Columbia Club.

The Balch home is at 3101 College avenue. Mrs. Balch is president of the Indianapolis Council of Parents and Teachers.

Survivors are the widow, Mrs. Cora R. Balch; a daughter, Miss Lucy Ann Balch, a student in De Pauw University and a member of Kappa Alpha Theta Sorority; a son, William E. Balch Jr., a pupil in the public schools; his mother, Mrs. Virginia Balch, 90 years old, of Terre Haute, and a sister, Mrs. George M. Eppert of Terre Haute.



WILLIAM E. BALCH.

Associates Pay Tribute.

Albert L. Zoller of Charles Mayer & Co., president of the Merchants' Association, termed the death of Mr. Balch a loss not only to the association but to the city as a whole.

"He has worked for so many years for the betterment of the association that his influence reached out into the whole city," said Mr. Zoller. "He had a very active mind, and had the welfare of all the association members and of the whole city at heart. His passing is a distinct loss."

Impartiality of Mr. Balch in dealing with members of the Merchants' Association and his capability in handling problems of his work was praised highly by Victor C. Kendall, treasurer of the association and secretary-treasurer of L. S. Ayres & Co. Mr. Kendall had been associated with Mr. Balch throughout Mr. Balch's twenty-seven years as manager of the association.

"Mr. Balch's work was nationally acclaimed," Mr. Kendall said. "He accepted all the responsibilities of his position in such an efficient manner that the membership of the association relied a great deal on Mr. Balch for the direction of its affairs. They left many problems to his judgment."

"In his management of the association, Mr. Balch played no favorites. Even the more critical members found no complaint against him. The association will miss him greatly."

REFERENCE
DO NOT CIRCULATE

VIGO COUNTY PUBLIC LIBRARY
TERRE HAUTE, INDIANA

JAN 28 1935

note

letter of Condolence
to Mrs Wm. E. Baldie
in re death of
her husband
who died Jan 25/35

VIGO COUNTY PUBLIC LIBRARY

TERRE HAUTE, INDIANA

REFERENCE
DO NOT CIRCULATE

W. E. BALCH DIES; AID OF MERCHANTS

Death Comes at Methodist
Hospital to Association
Manager 25 Years.

William E. Balch, for more than twenty-five years manager of the Indianapolis Merchants' Association and a former president of the National Association of Retail Secretaries, died Friday afternoon at the Methodist Hospital after a long illness.

Mr. Balch in addition to his association duties was appointed as consul for the Netherlands, in Indiana, in 1933. He had been trade advisor to that country for twelve years.

Mr. Balch had made two visits to Holland during his advisorship. His appointment was made by Queen Wilhelmina.

Mr. Balch is survived by the widow, Mrs. Cora Balch, and two children, Lucy Ann Balch, who is a student at DePauw University, and William Balch, Jr., who attends Shortridge High School.

Mr. Balch suffered a serious illness last winter, being confined to his bed for many weeks. He recuperated in Florida and had been back at work when he became ill several weeks ago.

(JAN 25 1935)
NEWS

YIPPO COUNTY PUBLIC LIBRARY
TITHE HAUTE, INDIANA

REFERENCE
DO NOT CIRCULATE

W. E. BALCH DIES; AID OF MERCHANTS

Death Comes at Methodist
Hospital to Association
Manager 25 Years.

William E. Balch, for more than twenty-five years manager of the Indianapolis Merchants' Association and a former president of the National Association of Retail Secretaries, died Friday afternoon at the Methodist Hospital after a long illness.

Mr. Balch in addition to his association duties was appointed as consul for the Netherlands, in Indiana, in 1933. He had been trade advisor to that country for twelve years.

Mr. Balch had made two visits to Holland during his advisorship. His appointment was made by Queen Wilhelmina.

Mr. Balch is survived by the widow, Mrs. Cora Balch, and two children, Lucy Ann Balch, who is a student at DePauw University, and William Balch, Jr., who attends Shortridge High School.

Mr. Balch suffered a serious illness last winter, being confined to his bed for many weeks. He recuperated in Florida and had been back at work when he became ill several weeks ago.

NEWS

JAN 25 1935

REFERENCE
DO NOT CIRCULATE

VIGO COUNTY PUBLIC LIBRARY
TERRE HAUTE, INDIANA

Ind. Pub. Lib. 1/28/35
WILLIAM E. BALCH

With the death of William E. Balch there passed one of the most familiar figures of Indianapolis business life. With his long service as manager of Merchants' Association he became virtually its personification. His wide acquaintance with systems and details of merchandising practice over the country generally, and his systematization of this knowledge to make it readily available for application to special problems, caused him to be valued not only locally, but by a wide business acquaintance over the country, an evidence of which was his election as president of the National Association of Retail Secretaries. He was a man of genial and optimistic temperament who readily made friends, and his interests were by no means confined to business. Devotion to his family was a notable characteristic, and his coming from early American stock was a matter of pride with him. He had several hobbies, including photography and archery, and his knowledge of music was sufficient for him to participate at times in orchestral playing. He read a good deal, and his interest in Dickens caused him to visit Dickens' shrine in England. As consul for the Netherlands for a number of years he also made two trips to Holland. Though his activities in business were considerably curtailed by illness in the last year or so, he was still at his office until very recently, and it had been hoped that he would regain his health.

VINCENNES COUNTY PUBLIC LIBRARY

WILLIAM BALCH, INDIANA

REFERENCE
DO NOT CIRCULATE